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Report Highlights:

The Turkish market offers both rewards and challenges to the U.S. exporter. It has a large and growing population that is rapidly changing its consumption patterns. Historically, export opportunities have been better for U.S. bulk commodities than for high-value consumer products. High tariffs, numerous non-tariff barriers and competition from both domestic industries and Europe have limited U.S. access to this market. However, significant U.S. processed food exports to Turkey include condiments, snack foods and Tex-Mex products. A majority of the population lives in urban areas and half are under the age of 28.

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SECTION I. Market Overview

I.1. Economic Situation

The Turkish economy has been steadily improving since the 2001 financial crisis. Earlier in 2008 GDP was forecasted to grow by 4%, however given the sharp decline in sales in the 2nd quarter of 2008 and the recent financial crisis, this level of growth will probably not be reached. The global financial turmoil has already affected Government projections for 2009 GDP as well. Before the crisis, 2009 GDP was projected to grow by 5%, however the most recent growth projections were 3.4%.

The government has attempted to keep up the confidence level in the Turkish economy by making announcements about the strength of the economy and by taking a hard line approach to a new deal with IMF. However the economic and industrial powerhouses in the private sector are critical of the Government attitude about the possible effects of the global financial crisis on Turkey, calling it unrealistic and overly optimistic. Immediately following the global crisis, the Turkish New Lira (YTL) lost a third of its value against the dollar and interest rates have been steadily increasing. There is concern that the decreasing value of the YTL might cause increasing inflation.

In 2006 Turkey ranked 16th in terms of amount of total FDI received and in 2007 imports were up 21.8% from 2006. However the recent global financial crisis, the power struggle between secularists and the ruling party, and the rekindled political instability in the eastern part of Turkey caused by the terrorist organization PKK have all negatively effected foreign investment in the Turkish economy.

Unemployment hovers around 9-10 percent and the inflation rate at the end of 2007 was 8.39 percent. This was higher then government target rates but still a major improvement from the 2002 level of 29.7. According to official statistics, the highest price increases were seen in housing (27.1%), food and non-alcoholic beverages (both 11.6%). It should be noted that the basket used by the government for calculating the inflation rate is widely contested. There was also a large increase in natural gas prices (22.5%).

Agriculture remains a key part of Turkey's economy, employing about a third of the workforce and generating most of the rural income. While still important, the agricultural sector has been declining relative to the industrial and service sectors. In 2007, the agriculture sector accounted for only 10 percent of GDP. Agriculture accounted for approximately 5.8 percent of exports in 2007, not including textiles. Total exports have increased from \$47 billion five years ago to just over \$97 billion in 2007. This represents a 12 percent increase from 2006. Total imports increased to \$154 billion from \$140 billion in 2006, mostly because of rising energy costs. This resulted in a \$57 billion trade deficit. In 2007, bilateral trade with the United States was about \$11 billion: U.S. exports to Turkey of \$6.5 billion slightly exceeded U.S. imports from Turkey of \$4.6 billion. The largest export-driven sector is textiles and clothing, which accounts for 8 percent of GDP. Although Turkey remains a major market for bulk and intermediate agricultural products from the United States, it also has potential as a market for consumer products: it is expected that by 2020, 14 million households could be classified as middle class, up from just 5.9 million in 2000. This change will transform the Turkish food market and boost import demand, which should create new export opportunities for U.S. producers. Changing demographics including more working women and a more urban population along with growth in tourism also favor increases in demand for more quality and variety.

Turkey forged a customs union with the EU in 1996 and is currently an associate member of the European Union. In October 2005, EU accession negotiations were started however the

road to EU accession has been a rocky one and in 2007 the negotiations were temporarily put on hold. Thus far negotiations have been completed on only one chapter out of 35. The agricultural portion of Turkey's EU membership negotiations began in early 2006. Given the sensitivity of the agriculture sector, these negotiations have been both comprehensive and controversial. Eight chapters have been blocked since the end of 2006 due to tensions about Turkey's strained relations with Greek Cyprus.

Turkey's economy --like its culture-- is a blend of both the modern and traditional. Turkey has a vibrant private sector and government involvement is diminishing, as shown by the recent privatization of the oil and communications industries. The agricultural share of GNP continues to decline, while the industrial and service sector shares increase. The textile and apparel sector continues to be one of Turkey's most important sectors overall. The food processing sector is well developed, although it suffers from high input prices due to domestic production and import policies. However the food processing sector also enjoys significant tariff and non-tariff protection from import competition.

I.2. Demographic Developments and Market Developments

Turkey has a population of about 70.5 million. 70.5 percent of the population lives in urban areas and 17.8 percent lives in Istanbul. About 50 percent of Turkey's population is under the age of 28. Over the past 30 years, about a third of the population has shifted from rural to urban areas, although about a third of all Turks still live in rural settings. Unemployment continues to be a serious problem, running around nine percent. Women constitute a significant and increasing share of the workforce, which is also driving consumer trends towards convenience foods.

Urbanization and smaller household size- The share of the urban population increased from 44 to 70.5 percent over the past few decades. In Istanbul (population 12.5 million), Ankara (population 4.5 million), and Izmir (population 3.7 million) there was a decrease in household size from 5.5 to 4.5 individuals per household between 1978 and 2000. Family size is predicted to continue to decrease.

Growing number of working women- The share of working women has increased from 15 to 28 percent of the workforce during the last two decades. Also the percentage of families with a female head of household increase from 8.7 percent in 1990 to 12.8 percent in 2006. As a result, home cooking decreased and recreational and social dining increased.

Growth in tourism- Turkey has a strong and rapidly growing tourism industry. The number of foreign tourists (mostly European) increased by 18.6 percent from 19.8 million tourists in 2006 to 23.5 million tourists in 2007. Tourism revenues followed the same trend with a 10 percent increase from 16.8 billion in 2006 to 18.4 billion in 2007. However in the same period, spending per tourist decreased from USD 728 in 2006 to USD 679 in 2007.

I.3. Consumer Buying Habits

Major changes in the lifestyles, incomes and consumption patterns of Turks in the last decade, in spite of sporadic down-turns in the economy, means they are now increasingly prone to eat meals and socialize over food outside of the home. A new and faster pace of life has also led people to find quicker meal solutions for their shortened lunch hours.

Turkey's total retail grocery market for 2007 is estimated by Euromonitor to be USD \$67 billion per year, and this sector continues to grow and modernize. Although supermarket and hypermarket outlets are expanding, small, specialized neighborhood outlets still play an important role in the Turkish retail market. The vast majority of available products are

produced locally using local ingredients, and while lower-income Turkish consumers spend close to 50 percent of their income on food, much of it is non-processed.

I.4. The Market for U.S. Products in Turkey

Historically, export opportunities to Turkey have been better for U.S. bulk commodities such as soybeans, soybean meal, vegetable oils, corn and cotton than for high-value consumer products. High tariffs, non-tariff and competition from domestic industries and Europe have limited U.S. access to this market. However, significant U.S. processed food exports to Turkey include condiments, snack foods and Tex-Mex products.

The following is a summary of the advantages and challenges facing U.S. exporters in Turkey.

Advantages	Challenges
Change in retailing structure has opened new areas for branded import items.	It is hard to compete with locally produced items. The Customs Union with the European Union creates an advantage for EU exports to Turkey.
Some U.S. products (mainly bulk and intermediate commodities) are better priced than local products.	There is significant tariff and non-tariff protection for locally produced foods and agricultural products.
U.S. products have a good image in Turkey and Turkish consumers welcome U.S. style products.	There are some very high import duties on both bulk and processed products.
International retailers that market a wide range of imported products in the sector have great influence on purchasing patterns.	There is a well-developed local food-processing sector supplying most product segments in the marketplace.
There is a growing demand for specialized products such as diabetic and diet foods, ready-to-eat foods and frozen foods, which are mostly imported.	U.S. food products are weakly promoted in Turkey. Competition for shelf space has led to high costs for introducing new products.

SECTION II: Exporter Business Tips

II.1. Local Business Customs/Practices

A visitor to Turkey can see the “modern,” the “ancient” and the “traditional” all wrapped into one as East, literally, meets West. Business practices in Turkey can appear “Western” or “European” on the surface, but important cultural complexities exist. For those who plan on working in, or supplying to this market, it is advisable to read up on modern Turkish culture and business practices.

Personal contact is still very important for most if not all business transactions. In addition to building trust in relationships, establishing a personal relationship with the importer can assist the exporter in meeting the sometimes-daunting documentation requirements. Many importers and distributors prefer direct contacts with suppliers and exporters as there is a feeling that agents and middlemen complicate transactions and lower profits.

In general, Turks are usually not as direct as Americans. They generally avoid confrontation. Criticism is often approached in an indirect manner.

Many importers and distributors also like to identify and import unique products that are not currently available on the market. Non-responsive agents who have been assigned to the region by large foreign food manufacturers have frustrated a number of importers in Turkey.

II.2. Consumer Tastes and Preferences

On the one hand, Turkish tastes and preferences are very conservative. Fast-food restaurants, as well as most Turkish restaurants, specialize in traditional dishes, the most common of which is kebabs (of which there are several varieties) served with fries and bulgur or rice. Outside of Istanbul and Ankara, or the tourist destinations of Izmir, Antalya and the Aegean resorts, it is hard to find any foreign influence in the cuisine. On the other hand, the demographics in Turkey are driving many changes. Turkey has a large and young population with rising income levels (especially in urban areas). Increased foreign travel by Turks and by tourists to Turkey is also stimulating significant changes in attitudes and consumption patterns. Moreover, rapid urbanization and the growing number of two-income families are increasing the demand for processed foods. Istanbul and Ankara have not only multinational fast food chains, but also support some independent ethnic restaurants such as Tex-Mex restaurants, Thai restaurants, Japanese restaurants, etc.

Consumer expectations have also changed significantly. Faced with an increasingly diverse range of products, quality and price, consumers have become more demanding. In response to changing consumer expectations, large food retailers, especially international companies, are demanding higher quality standards from Turkish food manufacturers. This has led to new investments and improvements within the processing sector. Consumers in larger cities are more aware of international trends, have higher disposable incomes, and have automobiles to reach large warehouse-sized stores. Middle- and upper-middle income shoppers are drawn to larger stores, especially if they provide imported and specialty items.

The rapid change in consumption patterns has led Turkish food processors to invest in ready-to-eat meals and frozen food products as well. There are currently about twenty companies in Turkey that are in the frozen food and ready-to-eat meal market with many diverse products.

II.3. Food Standards & Regulations

Turkish regulations on food and agricultural products are generally prepared and published by the Ministry of Agriculture and Rural Affairs (MARA). However, there are also relevant regulations published by other Ministries, such as the Ministry of Finance and the Ministry of Health. Most Turkish agriculture-related regulations, laws, communiqués, directives, and notifications are available on the website of the Protection and Control General Directorate (GDPC) of MARA: www.kkgm.gov.tr. A few of the regulations have an English translation available on the same website. The legal infrastructure of agriculture is mainly based on communiqués rather than on laws. The reason for this is that the Turkish constitutional system does not allow laws to be adopted, amended or abolished easily. Therefore governments have traditionally preferred to publish communiqués. Currently, the main goal of Turkish food and agriculture policy is to harmonize the related laws and regulations with the EU *Acquis Communautaire*. Sometimes it appears that this concern overwhelms other concerns such as national interest and farmers' interests. Moreover, the Turkish government often does not inform the public or international bodies such as the WTO about possible or actual regulation changes. In addition, the same regulations can often be inconsistently applied in different provincial directorates and at different times.

Turkey's principle law on governing food is the, "Production, Consumption and Inspection of Food" law, number 5179. This law has been in force since May 27, 2004, when it replaced the June 24, 1995 regulation number 22327. The purpose of the current law, as outlined in its first Article, is to provide food safety, to assure the hygienic production of all food products and food packaging materials, to protect public health, to establish the minimum technical and hygienic criteria for food producers, and to set forth the principles for monitoring production and distribution. The law amends the framework of the Turkish Food Codex which covers the analysis methods of monitoring the quality and hygiene standards of foods, additives, flavorings, and pesticides and the rules for packaging, storing, and transporting food in a way that promotes adaptation to the European Union regulations. This law has resulted in the creation of the National Food Codex Commission whose responsibility is to prepare, review and approve all changes to the Turkish Food Codex, including those changes that take place through EU harmonization. There are currently 25 sub-committees working on specific revisions to various aspects of the Turkish Food Codex.

In addition to the 2004 Food Law, the Turkish food industry and food imports are primarily regulated by several other related laws and regulations: the November 16, 1997 Turkish Food Codex, the June 8, 1998 Food Regulation and a September 1, 2003 Notification related to the control processes during the import phase and the approval of the Control Document (import license) of the packaging materials that are in contact with food and food materials. The current Turkish Food Codex and all amendments, new regulations and notifications are available at the GDPC website. In addition, bulk or semi-processed plant materials and meat and dairy products are subject to Plant Quarantine Law (Law No: 6968) and Animal Health Law (Law No: 3285). The Plant Quarantine Law has been in force since 1957, and in 2003 it was amended by regulation to further EU harmonization. The most recent version of the law can be found at: <http://www.kkgm.gov.tr/regulation/regulations.html> and an explanation can also be found in GAIN TU7007.

The majority of food and non-food imports require what Turkey calls a "control certificate". A control certificate is in essence an import license. It is granted to the importer at the discretion of the import officials. As per the "Standardization in Foreign Trade Communiqué" of January 17 2007, the import process for each product begins with an application for issuance of a control certificate. The process is described in Communiqué No. 2003/31, which is posted online, in English, at: http://www.kkgm.gov.tr/regulation/com/Com_Approval.html

All food products for which a control certificate is required are listed with the HS customs codes in the second and the third Article of Communiqué 2007/21 and in Annex-IVA of the Communiqué on Standardization in Foreign Trade. These products include cereals, milling industry products, oilseeds, animal and vegetable fats, residues, dairy and fish products, live trees and other plants. A few food products such as coffee, natural gums, vegetable saps and extracts, vegetable waxes, and cocoa are not required to have a control certificate prior to import, but should have the necessary documents to be cleared from customs. Products that don't need a control certificate are listed in Annex-IVB of the same Communiqué. For processed products, these certificates are required for each shipment. They expire, depending on the specific product, after 2 to 12 months. If the validity is not specified, it is 2 months for animal products and 12 months for other products, as of the date of issuance. Control certificates are sometimes used as a political instrument to deny or delay the importation of some products.

While many U.S. foods are imported into Turkey without problems, some U.S. companies have encountered difficulty complying with demands from import officials for certificates that are not normally issued in the United States. For example, sometimes port officials ask for

certificates with the wording "safe for human consumption" or "freely sold in the United States" but the U.S. FDA will not normally write these statements on their export certificates. Sometimes exporters can get Certificates of Free Sale at their state level department of agriculture, department of health, or other local offices. Requirements and standards for some imported foods may be stricter than both those currently applied in the EU and those applied to domestically produced products. Pet foods are one example. The Turkish food law requires that products be inspected at the point of entry as well as at wholesale and retail levels.

Turkey previously had domestic purchase requirements for rice imports, however these domestic purchase requirements have been removed.

For a more detailed description of Turkey's food regulatory system, please refer to FAS Food and Agricultural Import Regulations Report (FAIRS) TU5043 and FAIRS Certificates Report TU 5031 available on the FAS website www.fas.usda.gov.

II.4. Trade Policy Review

Despite significant tariff and non-tariff barriers, U.S. agricultural exports to Turkey reached a record \$1.5 billion in 2007. Cotton sales of \$767 million provided more than one-half of the total U.S. export value. In addition to cotton, exports of soymeal, feed ingredients, other vegetable oils, animal fats, fruit and vegetable juices, tree nuts, and panel products (including plywood) all reached record highs in 2007. Of these, the most notable increases were in exports of cotton, which doubled; tree nuts, which also nearly doubled; and feed ingredients such as corn gluten feed, which more than tripled. Notably, the market for live cattle, closed for the past four years, opened in mid-July; the first shipment was valued at \$6 million. U.S. imports of Turkish agricultural products reached a record high \$510 million in 2007.

A portion of U.S. agricultural exports; especially meat, poultry and high-value items; are transshipped to other destinations such as Iraq and Azerbaijan via Turkey's free trade zones. In 2006, these exports accounted for approximately US \$65 million, 23 percent less than in 2005. There are 20 Free Trade Zones in Turkey. Imports to these areas are exempt from duties, taxes and many domestic regulations if they are to be transshipped.

Turkey joined the WTO with developing country status and signed the Agricultural Agreement in 1995. This enabled Turkey to establish very high bound-tariff rates. Turkey committed to reducing food and agricultural tariffs by a simple average of 24 percent over ten years. According to the Under Secretariat of Foreign Trade, this commitment was met by the end of 2004 and Turkey has no further commitments to reduce tariffs. In addition to excessively high tariffs, Turkey stifles trade with non-tariff barriers including import licensing, import quotas, absorption schemes, seasonal bans on imports and the implementation of restrictive phytosanitary regulations. Some restrictions are well-calculated, intentional efforts to protect domestic producers by limiting trade; other restrictions seem to be accidental -- the result of poor regulations, poor infrastructure and poor implementation. In the current WTO negotiations on agriculture, it is fair to say that Turkey's position resembles that of other developing countries who insist that tariff reductions cannot be granted without large reductions in export subsidies and support in developed countries.

Systemic government involvement in the agricultural sector substantially restricts and distorts markets, shields producers from price signals, and denies private sector participants the ability to effectively plan business and trade decisions. Turkey is taking steps to harmonize its agricultural policies and trade regulations with the European Union; however many revised regulations are not, in fact, harmonized with EU regulations. In addition, most

changes in regulations become effective immediately with little or no notification to trading partners. This often results in unnecessary disruptions in trade. Turkey has a very poor track record on notifying new regulations to the WTO SPS and TBT bodies.

Turkey has a mixed record when it comes to liberalization of its agricultural sector. Government support programs, many of them a result of political forces unconnected to supply and demand, often shield producers from market signals, making policy tools ineffective. The IMF and World Bank have been pressuring Turkey to decrease its crop-specific production support as part of an overall effort to reform and liberalize the agricultural sector and in 2006, Turkey adopted a new Agriculture Law in order to implement its "Agricultural Strategy Paper 2006-2010". In the past, agricultural policy prioritized competitiveness and support was linked to production. However the new law emphasizes increasing productivity and has begun to move away from direct income support programs. It also focuses less on food safety and consumer related matters. The government introduced a premium system for grains for the first time in MY 2005. Its aim was to allow producers to sell their crops not only to TMO, but also to any trader or miller in the market, and still receive this premium as long as they could document the sale. Thus, it was anticipated that TMO would not have to buy large quantities of grains. However, this policy did not work well and TMO bought the largest quantities it has ever bought in recent years due to larger supply. The amount of the premium in MY 2005 was YTL 30 per MT for wheat, corn and paddy rice and YTL 20 per MT for barley, rye, and oats. The Minister of Agriculture announced that the direct income system will be eliminated and replaced by premium payments to producers in 2008. The government also announced that the various specific support programs to livestock producers will be cancelled and replaced by one general program which will apply per head (please refer to TU7049 for details). Turkey also provides export subsidies for a number of agricultural products, such as vegetables, honey and eggs (see TU8028 for a full list). Turkey is also in the process of developing a veterinary law in accordance with EU regulations that should clarify various regulations regarding certification and other procedures.

For a more detailed description of Turkey's trade policy, please refer to the FAS Trade Policy Monitoring Report, TU8029, available on the FAS website www.fas.usda.gov.

II.5. Import Process

In order to import any food product to Turkey, an importer must first submit a written application to the Turkish Ministry of Agriculture (MARA)'s General Directorate of Protection and Control. Attached to the application letter must be the following documents:

1. A completed import permit form obtained from MARA/Protection and Control;
2. A Proforma Invoice.
3. An Analysis Report providing physical, chemical, microbiological and heavy metal specifications of the product. Frozen seafood is exempt from this requirement. A statement about dioxin is also required in some cases.
4. For consumer-ready products, a sanitary or phytosanitary certificate from a government food inspection agency of the country of origin stating that the product meets the phytosanitary requirements of the importing country, is fit for human consumption and/or is freely marketed in the country of origin.
5. A sample of the Turkish label for the product.
6. For alcoholic beverages, a "distribution certificate" provided by the producer's company to the importer and/or distributor indicating that the Turkish company is authorized to market and deliver the product in Turkey.
7. For "special" foods such as diet foods, foods for diabetics, vitamins, baby foods, etc. the importer must provide a written declaration that he will not advertise the foodstuff in such a way as to mislead the consumer.

The importer will normally receive written approval along with an import permit from the Ministry of Agriculture within one or two weeks.

II.6. Customs Process

Importers need to present an approved import license, bill of lading, certificate of origin, sanitary or phytosanitary certificate, analysis report (physical, chemical, etc.) and other standard import documents to Customs upon entry of the product. Note: Port officials sometimes reject copies, even notarized copies, of documentation, and insist on originals. If an original document cannot be submitted, problems will be minimized if the notarial seal on a copy is on the copied original, not on a separate page. The Ministry of Agriculture officials take samples for testing to confirm the analysis report, and test results are generally available in two to three days. Bulk or semi-processed commodities are subject to further inspections for compliance with either the Plant Quarantine Law or the Animal Health Law.

Section III: Market Sector Structure and Trends

III.1. Retail Food Sector

Turkey's total retail grocery market for 2007 is estimated by the Euromonitor to be worth USD \$67 billion per year and the sector continues to grow and modernize. Consumer-oriented agricultural exports from the United States to Turkey have increased from USD 65.2 million in 2003 to USD 122.9 million in 2007.

The number of modern retail outlets and discount stores has been steadily increasing and is expected to grow for many years to come. Large supermarket chains are increasing their penetration into smaller cities and discount chains are increasing their number of stores in the major cities. The retail market sector is very dynamic, as mergers and acquisitions are taking place constantly as larger companies buy smaller chains in order to increase their market shares. For example in 2005 the number one chain in Turkey, Migros, bought the number three chain, Tansas. In addition the number two chain, Carrefour, bought the number four chain, Gima. In February 2008 another major acquisition took place when Migros -which had a 20 percent market share and was owned by one of the most prominent families in Turkey- was sold to a London based firm.

Economic development in recent years has helped these modern market chains to increase their number of stores, number of customers and total amount of sales while the number of traditional grocery stores has declined. Traditional food sellers, mainly open-air bazaars and *bakkals*, are estimated to control 58 percent of the market, while organized modern markets compose 42 percent. It is expected that by the year 2010 modern stores will dominate the market. The unregistered economy is a long standing tradition for open-air bazaars and small stores called *bakkals* throughout the country. The still very high share of traditional businesses has resulted in unreliable data for the sector.

By the end of 2007 the total area of western style shopping malls reached 1.5 million square meters. There has been a significant amount of construction in this sector and the area is expected to soon reach 3 million square meters. In Istanbul alone there are 59 operational shopping malls and 46 more are currently being built. In addition, 37 are in the project development phase. While the food courts in the shopping malls usually attract both domestic and foreign fast food restaurants, recently built upscale malls such as Canyon and Cities also include full service restaurants, which serve foreign dishes.

Positive economic conditions since 2001 have increased the number of car owners, which has increased mobility and contributed to the increase in sales at modern retail chains. In the same period, a decline in credit card interest rates stimulated the utilization of credit cards in the modern food markets. Moreover, member discount cards at modern retailers became very popular since their introduction in 1998 and have both improved customer loyalty and boosted sales. Some of the products that show growth potential include alcoholic beverages (especially beer and wine) and functional foods.

Although there has been improvement in the Turkish economy, various obstacles remain that hinder growth in the retail sector. These include high prices for processed food, high import taxes on food, and unequal income distribution.

The classification of food retail outlets in this report is based on outlet size:

Hypermarkets	: Over 2,500 m2
Large Supermarkets	: 1000 to 2,500 m2
Supermarkets	: 400 to 1000 m2
Small Supermarkets	: Less than 400 m2
Markets	: 100 to 50 m2
<i>Bakkals</i>	: less than 50 m2.
Convenience & gas station stores	: Similar in size to <i>bakkals</i> and markets

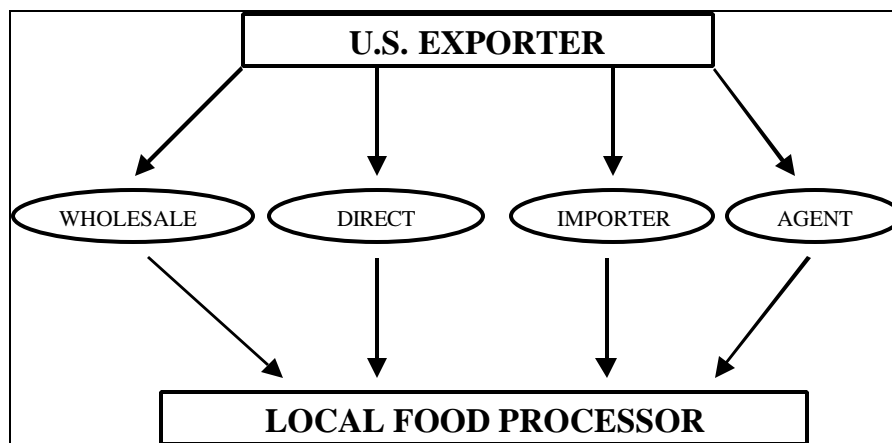
The following is a summary of the advantages and challenges facing U.S. exporters in the Turkish retail food sector:

Advantages	Challenges
Growth of modern retail stores leads consumers to discover new products, and to become more aware of imported brands.	Customs Union with the EU and harmonization of regulations creates price and logistical advantage for European products.
Some U.S. products are better priced than local products, such as pulses. The lower value of the U.S. dollar against the Turkish lira in recent months has made some U.S. products more attractive.	European and other neighbouring countries enjoy lower freight costs and shorter shipping times compared to the United States.
The significant increase in purchasing power of the Turkish consumer combined with the good reputation of U.S. food products help increase demand for high quality U.S. products.	There are high import duties on many agricultural products. (Up to 135 percent on bulk agricultural commodities 170 percent on processed food products)
International retailers that market a wide range of imported products have positive influence on purchasing patterns.	The local food processing sector is well developed and high quality goods are sold at competitive prices. The rich diversity in agricultural production provides ingredients for most sub-sectors.
There is a growing demand for specialized products such as Tex-Mex, diabetic and diet food, ready-to-eat food and frozen food.	U.S. food products are weakly promoted in Turkey. High shelf fees charged by the large chains lead to high costs for introducing new products.

For a more detailed description of Turkey's retail food market, please refer to FAS Ankara Report TU4005, available on the FAS website www.fas.usda.gov.

III.2. Food Processing Sector

Large food processors have direct access to domestic ingredient suppliers, and they are generally direct importers. On the other hand, small- and medium-sized food processors do source ingredients from importers, international company representatives and wholesalers.



The Ministry of Agriculture and Rural Affairs (MARA), General Directorate of Protection and Control (GDPC), has primary responsibility for regulating imports of food and beverages and their packaging materials. The nutritional and dietary supplements are also regulated by GDPC.

Before importation of any food product to Turkey, written applications should be submitted to GDPC. All packaged products are required to obtain a license number from GDPC after laboratory testing of the product. In addition to this laboratory analysis, Turkish regulations require that products be inspected at customs before clearance.

Turkey has a developed food processing industry and a rich agricultural base with diversified agricultural production, however some structural problems related to quality, sustainability and efficiency in agricultural production negatively affect the food-processing sector.

The value of packaged food sales in 2007 is estimated at USD 32 billion by *Euromonitor*, and per capita annual consumption is USD 438. As the economy has recovered from the 2001 crisis, demand for better quality and branded packaged food has increased continuously every year. A high level of competition and reluctance of the leading manufacturers to increase prices has enabled consumers to obtain better quality food at competitive prices.

Turkey has a population of about 70.5 million and fifty percent of it is under the age of 28. The increasingly urban and young population is an important stimulus for the processed food sector, and represents a good potential for growth as the economy improves. The following is a summary of the advantages and challenges facing U.S. exporters in the Turkish food processing sector:

Advantages	Challenges
High export potential due to geographic proximity both to EU, Russian and Middle East markets.	EU exporters enjoy lower transportation costs.
The legislative framework needed to combat the unregistered economy is nearly complete. Implementation will ultimately enforce fair competition.	Turkey's presence in the EU customs union and continuing accession talks usually give EU suppliers a price advantage due to lower import duties and a regulatory advantage due to harmonization of regulations within the member/candidate states.
Being a candidate for EU membership coupled with the latest economic improvements makes Turkey a favored destination for FDI in the region.	Turkey places high import duties on many bulk agricultural commodities, processed food products and alcoholic beverages.
Additional demand for food products comes from the strong and growing tourism sector.	Recent trends in the tourism sector for low priced all-inclusive deals favors domestic food consumption by tourists.
The excellent reputation of U.S. food products leads to increasing demand as economic conditions and purchasing power improve.	Turkey has a well-developed food-processing sector with quality products and competitive pricing. There is a rich base of agricultural production, providing ingredients for this sector.

For a more detailed description of Turkey's food processing sector, please refer to FAS Ankara Report TU 2047 available on the FAS website www.fas.usda.gov.

III.3. HRI Food Service

In Turkey about 40 percent of income is spent on food, compared to 10 percent in developed countries. Socialization over food is an important aspect of Turkish culture. This combined with the young population, increasing number of working women, and increased out of home socialization has led the fast food industry to become a USD 3.5 billion market.

One growing trend is to go out for breakfast or brunch at pastry shops, cafes, and restaurants. This developing part of the restaurant market usually offers open buffets and all inclusive fixed prices. This being the case, most of the menu items are domestically procured. Small amounts of imported food items are served in 5 star hotel's brunch menus, but the share is negligible.

Major changes in the lifestyles, incomes and consumption patterns of Turks in the last decade, in spite of sporadic down turns in the economy, means they are increasingly prone to eat meals and socialize over food outside of the home. A new and faster pace of life has also led people to find quicker meal solutions for their shortened lunch hours. An increasing number of fast food chains and restaurants in newly established shopping centers and hypermarket complexes are growing evidence of this newly emerging demand.

This has led to the rapid development of two niche sectors; fast food and institutional food service.

One of the major problems in Turkey's HRI industry is the volume of unregistered establishments. For example, according to official figures of the Ministry of Culture and

Tourism, as of 2006 there were 3344 hotels and resorts. However according to information from the Turkish Hotel Federation this number is around 6000 establishments.

Total food service revenue in 2007 is estimated to be about USD 19.5 billion. There is a trend in the HRI food service of shifting away from the traditional type of restaurants towards catered meals and fast food. The institutional catering sector has shown rapid growth in recent years, reaching USD 6.5 billion in 2007.

Though there is promising growth in the HRI sector as a whole, opportunities for U.S. food imports in large quantities remain limited, since it is possible to supply most food ingredients through domestic sources and import costs are exaggerated by high duties and complicated import procedures. For example, meat imports are banned and import and consumption taxes on wine are over 200 percent.

As a result, imported food and food ingredient consumption remains low – about 10 percent in hotels and restaurants that feature foreign cuisine, and only 3 percent in local HRI food service institutions. Imported items include rice, corn, pulses, chickpeas, vegetable oil (corn oil, soy oil), beans and other items used for catering such as specialty imported cheeses, hams, sauces, pastries, tropical fruits, seafood and alcoholic beverages.

The following is a summary of the advantages and challenges facing U.S. food products in the HRI Sector in Turkey:

Advantages	Challenges
The number of western fast food outlets is continuing to increase.	The Customs Union with the EU created a privileged position for EU country imports to Turkey.
Some U.S. products are more competitively priced than local products.	Transportation costs are less for products from neighboring countries.
The young and urban segments of Turkish society are receptive to new products and western tastes.	There is a well-developed local food-processing sector providing most needed items.
The number of foreign cuisine restaurants (Asian, Fusion, Italian etc.) and international hotel chains is increasing.	European (French & Italian) and Far Eastern cuisine are still dominant in the foreign themed restaurants and hotels. High tariffs prevent the import of many specialty ingredients.

Section IV: Best High-Value Product Prospects

The best high-valued products for the imported food market (retail) are internationally recognized branded food products. These types of products in general account for 30 percent of overall imported food products. These include cocoa and instant coffee, chocolate and confectionary goods, cookies and crackers, breakfast cereal, cheese, alcoholic beverages, sauces, seafood and pet foods. The change in wine and beer import and distribution regulations now allows imported products to be sold in the retail market. This created new opportunities for U.S. wine and beer to be sold in the Turkish market, although

taxes are high. Functional food items such as food supplements and “sports drinks” also represent a new opportunity for U.S. exports since it is a new sub-sector seeing rapid growth.

Section V: Key Contacts and Further Information

Organization	Contact Name	Address	Phone	Fax
The Union of Chambers of Commerce, Industry, Maritime Trade And Commodity Exchanges of Turkey/ <i>Turkiye Odalar ve Borsalar Birligi (TOBB)</i>	Mr. Rifat Hisarciklioglu Chairman	Ataturk Bulvari 149 Bakanliklar Ankara, Turkey	(90-312) 413-8000	(90-312) 418-3268
Ankara Chamber of Commerce / <i>Ankara Ticaret Odasi</i>	Mr. Sinan Aygun Chairman	Eskisehir Yolu Uzeri, II. Cadde No.5 06530 Sogutozu Ankara, Turkey	(90-312) 285-7951	(90-312) 286-2764
Ankara Chamber of Industry/ <i>Ankara Sanayi Odasi</i>	Mr. Nurettin Ozdebir Chairman	Ataturk Bulvari 193 06680 Kavaklidere Ankara, Turkey	(90-312) 417-1200	(90-312) 417-5205
Chamber of Marine Trade/ <i>Deniz Ticaret Odasi</i>	Mr. Metin Kalkavan Chairman	Meclisi Mebusan Cad. No: 22 34427 Findikli Istanbul, Turkey	(90-212) 252-0130	(90-212) 293-7935
Istanbul Chamber of Industry / <i>Istanbul Sanayi Odasi</i>	Mr. Tanil Kucuk Chairman	Mesrutiyet Cad. No.:62, 34430 Tepebasi Istanbul, Turkey	(90-212) 252-2900	(90-212) 249-5084
Istanbul Chamber of Commerce / <i>Istanbul Ticaret Odasi</i>	Mr. Murat Yalcintas Chairman	Resadiye Cad. 34112, Eminonu Istanbul, Turkey	(90-212) 455-6000	(90-212) 513-1565
Aegean Chamber of Industry / <i>Ege Bolgesi Sanayi Odasi</i>	Mr. Tamer Taskin Chairman	Cumhuriyet Bulvari 63 35210 Pasaport Izmir, Turkey	(90-232) 455-2900	(90-232) 483-9937
SET-BIR (Union Of Dairy Producers)	Mr. Erdal Bahcivan, Chairman	Sehit Ersan Caddesi, Coban Yildizi Sok. No: 1/ 14 Cankaya, Ankara, Turkey	(90-312) 428-4774	(90-312) 428-4746
BESD-BIR (Union of Poultry Producers)	Mr. Zuhul Dasdan, Chairman	8. Cadde, Cetin Emec Blv., 86 Sok. No.5A,	(90-312) 472-7788	(90-312) 472-7789

Organization	Contact Name	Address	Phone	Fax
		Ovecler, Ankara		
Turkish Flour Millers Federation/ <i>Turkiye Un Sanayicileri Federasyonu</i>	Mr. Erhan Ozmen, Chairman	Konrad Adenauer Cad. 248 No1/2, Yildiz, Ankara	(90-312) 440-0454	(90-312) 440-0364
Turkish Feed Millers Association/ <i>Turkiye Yem Sanayicileri Birligi</i>	Mr. Ulku Karakus, President	Cetin Emec Blv., 2. Cad., No.38/7, Ovecler, Dikmen-Ankara	(90-312) 472-8320	(90-312) 472-8323
Turkish Seed Industry Association/ <i>Turkiye Tohumcular Birligi</i>	Dr. Mete Komeagac, Chairman	Mithatpasa Cad. 50/4 Fazilet Apt. 06420 Yenisehir, Ankara Turkey	(90-312) 432-0050	(90-312) 432-0050
Union of Pasta Producers/ <i>Makarna Sanayicileri Dernegi</i>	Mr. Murat Bozkurt, Secretary General	Cinnah Cad. No. 59/5, Cankaya, Ankara	(90-312) 441-5548	(90-312) 438-3433
Foreign Economic Relations Board / <i>Dis Ekonomik Iliskiler Kurulu - DEIK</i>	Mr. Ufuk Yilnaz Chairman	TOBB Plaza Talatpasa Cad., No.3, Kat:5 , 34394 Gultepe - Levent Istanbul, Turkey	(90-212) 339-5000	(90-212) 270-3092
Turkish-American Business Association / <i>Turk-Amerikan Isadamlari Dernegi</i>	Mr. Ugur Terzioğlu, Chairman	Buyukdere Cad., Tankaya Apt., No.18, Kat: 7, Daire:20, Sisli, 34360 Istanbul,Turkey	(90-212) 291-0916	(90-212) 291-0647
Turkish Industrialists and Businessmen Assn./ <i>Turk Sanayicileri ve Isadamlari Dernegi-TUSIAD</i>	Ms. Arzuhan Yalcindag Chairman	Mesrutiyet Cad., No.74 80050 Tepebasi Istanbul, Turkey	(90-212) 249-1929	(90-212) 249-1350
Assn. of Bursa Industrialists & Businessmen / <i>Bursa Sanayici ve Isadamlari Dernegi- BUSIAD</i>	Mr. Mehmet Arif Ozer Chairman	Kultur Park Ici Arkeoloji Muzesi Yani, 16050 Bursa, Turkey	(90-224) 233-5018	(90-224) 235-2350
Assn. of Foreign Capital Coordination / <i>Yabancı Sermaye Koordinasyon Dernegi-YASED</i>	Mr. Tahir Uysal Chairman	Barbaros Bulvari Murbasan Sok., Koza Is Merkezi B-Blok, Kat: 1 34349 Besiktas,	(90-212) 272-5094	(90-212) 274-6664

Organization	Contact Name	Address	Phone	Fax
		Istanbul, Turkey		
Independent Industrialists and Businessmen's Assn./ <i>Mustakil Sanayici ve Isadamlari Dernegi - MUSIAD</i>	Dr. Omer Cihad Vardan Chairman	Sutluce Mah. Imrahor Caddesi, No. 28, Beyoglu, Istanbul	(90-212)222-0406	(90-212) 210-5082
The Banks Association of Turkey / <i>Turkiye Bankalar Birligi</i>	Mr. Ersin Ozince Chairman	Nispetiye Cad., Akmerkez B3 Blok, Kat: 13-14 80630 Etiler Istanbul, Turkey	(90-212) 282-0973	(90-212) 282-0946
Turkish Industrial Development Bank / <i>Turkiye Sinai Kalkinma Bankasi A.S.i-TSKB</i>	Mr. Halil Eroglu Chairman	Meclisi Mebusan Cad., No.: 161 34427 Findikli Istanbul, Turkey	(90-212) 334-5050	(90-212) 334-5234
Union of Turkish Agricultural Chambers / <i>Turkiye Ziraat Odalari Birligi</i>	Mr. Semsi Bayraktar Chairman	GMK Bulvari No:25 Demirtepe Ankara, Turkey	(90-312) 231-6300	(90-312) 231-7627
Chamber of Agricultural Engineers / <i>Ziraat Muhendisleri Odasi</i>	Mr. Gokhan Gunaydin President	Karanfil Sok., 28/12 Kizilay Ankara, Turkey	(90-312) 444-1966	(90-312) 418-5198
Chamber of Forest Engineers / <i>Orman Muhendisleri Odasi</i>	Mr. Ali Kucukaydin, Chairman	Necatibey Cad., 16/13, Siihiye Ankara, Turkey	(90-312) 229-2009	(90-312) 229-8633
Market and Public Opinion Researchers Assn. / <i>Pazarlama ve Kamuoyu Arastirmacilari Dernegi</i>	Mr. Temel Aksoy, Chairman	Istiklal Cad., Imam Adnan Sok., No 1, Kat: 3, 34435 Beyoglu Istanbul, Turkey	(90-212) 249-2319	(90-212) 249-9956
Advertising Firms Association / <i>Reklamcilar Dernegi</i>	Mr. Jeffi Medina President	Istiklal Cad., No.407, Kat: 4, Beyoglu Istanbul, Turkey	(90-212) 243-9363	(90-212) 243-9370
Advertisers Association / <i>Reklam Verenler Dernegi</i>	Mr. Hakan Uyanik, President	Nispetiye Cad. Yanarsu Sok. Mustafa Celik Apt. No: 58 D2,Etiler, Istanbul	(90-212) 351-5548	(90-212) 351-5748
Food Importers Association / <i>Tum Gida Ithalatcilarlari Dernegi-TUGIDER</i>	Mr. Mustafa Manav President	Buyukdere Cad. No: 64/13 Somer Apt. Kat: 5 Mecidiyekoy, Istanbul	(90-212) 347-2560	(90-212) 347-2570

Organization	Contact Name	Address	Phone	Fax
		Turkey		
Beverage Producers Association / <i>Mesrubatcılar Derneği MEDER</i>	Mr. Nizamettin Senturk Secretary General	Bedri Rahmi Ataturk Bulvari, Ata Apt. No: 231/16 Kavaklıdere Ankara	(90-312) 426-6151	(90-312) 426-0638
Turkish Franchising Association / <i>Ulusal Franchising Derneği-UFRAD</i>	Dr. Mustafa Aydın President	5. Yol Mahallesi Inonu caddesi No 40 Sefakoy Kucukcekmece Istanbul	(90-212) 425-6151	(90-212) 425-5759
Paper and Paper Pulp Industrialists Foundation / <i>Seluloz ve Kagit Sanayicileri Vakfi</i>	Mr. Erdal Sukan Chairman	Buyukdere Cad., Cinar Apt., No95, Kat:3, D:11-12 Mecidiyekoy Istanbul, Turkey	(90-212) 275-1389	(90-212) 217-8888
Turkish Clothing Manufacturers Assn. / <i>Turkiye Giyim Sanayicileri Derneği</i>	Mr. Ahmet Nakkas Chairman	Mehmet Akif Cad., Haydar Akin Is Merkezi No.: 2, 1. Sok., No.23, Kat:5 Sirinevler Istanbul, Turkey	(90-212) 639-7656	(90-212) 451-6113
International Overland Transporters Assn. / <i>Uluslararası Nakliyeciler Derneği</i>	Mr. Tamer Dincsaahin, Chairman	Nispetiye Cad., Seheryildizi Sok., No.10, Etiler Istanbul, Turkey	(90-212) 359-2600	(90-212) 359-2626

V.1. Important Regulatory and Governmental Contacts

Ministry of Agriculture and Rural Affairs/ <i>Tarım ve Koyisleri Bakanligi</i>	Mr. Mehmet Mehdi Eker, Minister	Eskisehir Yolu, 9. Km., Lodumlu, Ankara	(90-312) 287-3360	(90-312) 286-3964
Ministry of Agriculture and Rural Affairs/ <i>Tarım ve Koyisleri Bakanligi</i>	Mr. Vedat Mirmahmutogu Ilari, Under Secretary	Eskisehir Yolu, 9. Km., Lodumlu, Ankara	(90-312) 287-3360	(90-312) 286-3964
General Directorate of Protection and Control/ <i>Koruma ve Kontrol Genel Mudurlugu</i>	Dr. Muzaffer Aydemir, Director General	Akay Cad. No. 3, Bakanliklar, Ankara	(90-312) 417-4176	(90-312) 418-6318
General Directorate of Production and	Ali Karaca, Director	Eskisehir Yolu, 10. km Eski Koy	(90-312) 287-3360	(90-312) 287-0041

Development/ <i>Uretim ve Gelistirme Genel Mudurlugu</i>	General	Hizmetleri Binasi, Lodumlu, Ankara		
Turkish Grain Board/ <i>Toprak Mahsulleri Ofisi</i>	Mesut Kose, Acting Director General	Milli Mudafa Cad. No.18, Kizilay, Ankara	(90-312) 416-3000	(90-312) 416-3400
Ministry of Industry/ <i>Sanayi Bakanligi</i>	Mr. Zafer Caglayan, Minister	Eskisehir Yolu 7.Km., No. 154, Sogutozu, Ankara	(90-312) 219-6500	(90-312) 219-6738
Undersecretariat of Foreign Trade/ <i>Dis Ticaret Mustesarligi</i>	Tuncer Kayalar, Under Secretary	Eskisehir Yolu, Inonu Bulvari No: 36, Emek, Ankara	(90-312) 204-7500	(90-312) 215-7018
Undersecretariate of Treasury/ <i>Hazine Mustesarligi</i>	Mr. Ibrahim Halil Canakci, Under Secretary	Inonu Bulvari No:36, Emek, Ankara	(90-312) 204-6000	(90-312) 212-2297
Ministry of Environment & Forestry/ <i>Cevre ve Orman Bakanligi</i>	Prof Dr. Veysel Eroglu, Minister	Sogutozu Cad. No 14/E, Ankara	(90-312) 207-5000	(90-312) 207-6299
Ministry of Health/ <i>Saglik Bakanligi</i>	Prof. Dr. Recep Akdag, Minister	Mithat PAsa Cad. No: 3 Sihhiye, Ankara	(90-312) 585-1000	(90-312) 431-4879
Ministry of Finance/ <i>Maliye Bakanligi</i>	Mr. Kemal Unakitan, Minister	Dikmen Cad. No. 2, Bakanliklar, Ankara	(90-312) 415-2900	(90-312) 425-0058

Note on Trade Data and Tables A to F:

On June 2006 the Turkish government stopped publishing complete import and export data. Accord to the policy, if a given item is traded by three or fewer companies in any month, trade figures are shown as zero. Consequently it has become impossible to supply accurate import numbers. For the following tables we used various databases and cited the sources below each table.

Table A. Key Trade and Demographic Information

Agricultural, Fish & Forestry Total Imports From All Countries in 2007, USD and % U.S. Market Share	5.575 billion (25 percent)
Total Consumer-Oriented Agricultural Total Imports From All Countries USD U.S. Market Share (%): 2007	551.102 million (7 percent)
Cotton Imports From All Countries U.S. Market Share (%)	\$1.203 billion (68 percent)
Total Population	70.5 Million
Number of Major Metropolitan Areas	7
Percentage of woman in the work force	28%
Unemployment Rate	9.4%
2007 Per Capita GDP (USD)	\$9,333
Current Exchange Rate (US\$ 1 = Turkish Lira)	YTL 1.5 (as of November 4, 2008)

Source: Global Trade Atlas, Turkish Statistical Institute, Central Bank of the Republic of Turkey

Table B: Food and Agricultural Imports

Food and Agricultural Imports to Turkey (USD 1,000,000)						
Products	2005 U.S.A.	2005 World	2006 U.S.A.	2006 World	2007 U.S.A.	2007 World
Live animals	0.381	13.164	0.0	1.966	0.0	1.325
Coarse Grains	1.903	53.174	0.0	2.880	65.238	193.556
Fresh fruits	0.153	89.899	0.0	80.028	0.0	116.604
Soybean Meal	75.012	133.645	4.085	10.665	20.743	27.194
Fruit and Vegetable Juices	0.153	11.667	0.0	2.511	0.0	6.237
Wine and Beer	0.045	4.429	0.0	0.604	0.0	0.582
Tobacco	32.079	181.596	7.775	75.353	0.0	95.954
Vegetable oils	63.851	538.448	54.875	509.225	71.956	414.302
Soybeans	151.372	327.667	148.147	184.540	122.134	316.352
Hides and skins	14.665	292.694	10.112	250.697	10.102	237.593
Logs & Chips	2.474	228.959	1.513	229.690	2.783	228.133
Cotton	559.280	906.852	530.951	912.567	818.718	1,203.550
Agricultural Product Total	1,092.639	4,923.388	917.652	3,267.908	1,391.754	4,899.126
Agricultural, Fish & Forestry Total	1,103.715	5,786.092	919.767	3,790.409	1,401.020	5,575.242

Source: Global Trade Atlas

Table C. Turkey's Consumer-Oriented Agricultural Imports (USD 1,000)

Turkish Imports- Top 15 Suppliers	2005	2006	2007
Ecuador	44,918	54,313	88,114
Germany	132,858	70,966	87,421
Netherlands	84,177	62,493	62,651
United States	43,839	35,206	38,718
Ukraine	12,173	18,433	33,033
Italy	48,837	28,257	31,997
Tur. Rep. of N. Cyprus	30,938	18,469	29,278
Denmark	31,201	25,849	28,297
Uzbekistan	6,409	8,353	15,979
United Kingdom	25,312	7,027	12,034
France	37,982	9,238	10,373
China	6,577	3,362	9,989
Finland	9,028	5,814	9,892
Kyrgyzstan	3,082	4,125	8,705
Spain	31,722	3,836	8,081
World	886,027	418,476	551,102

Source: Global Trade Atlas

Table D. Top 15 Suppliers of Fish & Seafood Products (USD 1,000)

Turkish Imports	2005	2006	2007
Norway	25,783	16,821	23,694
Greece	3,230	4,278	5,767
Morocco	3,811	2,950	2,627
Singapore	879	1,146	1,340
Georgia	571	741	474
Thailand	407	276	452
Spain	6,292	123	425
Iceland	1,134	0	346
Senegal	157	168	261
Libya	3,198	0	121
Ukraine	229	207	100
Oman	1,862	0	22
Canada	75	0	18
United States	171	16	8
World	69,248	28,297	35,662

Source: Global Trade Atlas

Table E. US Exports of Agricultural, Fish and Forestry Products to Turkey (USD 1,000)

Product	2005	2006	2007
BULK AGRICULTURAL TOTAL	716,240	695,541	1,022,005
WHEAT	3,334	0	11,845
COARSE GRAINS	6,887	0	77,476
RICE	38,789	4,115	1,123
SOYBEANS	112,176	139,493	126,102
COTTON	527,200	512,417	767,115
TOBACCO	22,180	23,031	17,828
PULSES	1,956	1,257	1,092
PEANUTS	0	0	51
OTHER BULK COMMODITIES	3,719	15,228	19,372
INTERMEDIATE AGRICULTURAL TOTAL	227,530	205,843	350,679
SOYBEAN MEAL	48,479	20,650	41,553
SOYBEAN OIL	13	2,203	36
VEGETABLE OILS (EXCL SOYBEAN OIL)	64,508	58,924	79,392
FEEDS & FODDERS (EXCL PET FOODS)	17,516	27,976	96,444
LIVE ANIMALS	673	573	5,785
HIDES & SKINS	13,478	14,964	12,808
ANIMAL FATS	54,409	61,197	91,629
PLANTING SEEDS	14,159	5,603	6,242
SUGARS, SWEETENERS, & BEVERAGE BASES	523	1,602	521

OTHER INTERMEDIATE PRODUCTS	13,773	12,150	16,269
CONSUMER-ORIENTED AGRICULTURAL TOTAL	118,600	128,927	122,924
SNACK FOODS (EXCL NUTS	909	1,670	825
BREAKFAST CEREALS & PANCAKE MIX	55	22	62
RED MEATS, FRESH/CHILLED/FROZEN	205	0	404
RED MEATS, PREPARED/PRESERVED	4	7	17
POULTRY MEAT	79,154	64,711	55,274
DAIRY PRODUCTS	1,778	7,062	4,141
EGGS & PRODUCTS	1,664	2,161	251
FRESH FRUIT	0	15	130
FRESH VEGETABLES	0	21	60
PROCESSED FRUIT & VEGETABLES	385	1,518	907
FRUIT & VEGETABLE JUICES	155	136	157
TREE NUTS	15,434	30,116	44,115
WINE & BEER	120	254	202
NURSERY PRODUCTS & CUT FLOWERS	0	1,017	86
PET FOODS (DOG & CAT FOOD	4,653	4,774	4,707
OTHER CONSUMER-ORIENTED PRODUCTS	14,084	15,441	11,586
FOREST PRODUCTS (EXCL PULP & PAPER)	14,634	9,389	16,236
LOGS AND CHIPS	3,224	5,233	4,100
HARDWOOD LUMBER	1,648	2,010	1,122
SOFTWOOD AND TREATED LUMBER	93	350	118
PANEL PRODUCTS (INCL PLYWOOD)	2,432	954	7,782
OTHER VALUE-ADDED WOOD PRODUCTS	7,237	841	3,115
FISH & SEAFOOD PRODUCTS, EDIBLE	261	1,127	1,313
SALMON, WHOLE OR EVISCERATED	0	38	0
CRAB & CRABMEAT	0	0	0
ROE & URCHIN (FISH EGGS)	0	0	84
OTHER EDIBLE FISH & SEAFOOD	261	1,089	1,229
AGRICULTURAL PRODUCT TOTAL	1,062,370	1,030,311	1,495,607
AGRICULTURAL, FISH & FORESTRY TOTAL	1,077,265	1,040,827	1,513,157

Source: Bico Reports

Table F: Consumer Food and Edible Fishery Products

Turkey Imports	Imports from the World			Imports from the U.S.			U.S. Market Share		
(USD Million)	2005	2006	2007	2005	2006	2007	2005	2006	2007
CONSUMER-ORIENTED AGRICULTURAL TOTAL	886.027	418.476	551.102	43.839	35.206	38.718	4.95	8.41	7.03
Snack Foods (Excl. Nuts)	55.902	3.701	5.058	0.203	0.0	0.015	0.36	0.0	0.31
Breakfast Cereals & Pancake Mix	16.544	2.074	2.355	0.009	0.0	0.0	0.06	0.0	0.0
Poultry Meat*	N/A	N/A	N/A	79.154	64.711	55.274	N/A	N/A	N/A
Dairy Products (Excl. Cheese)	49.556	19.563	32.419	0.938	3.276	0.0	1.89	16.75	0.0
Cheese	19.935	12.008	16.461	0.064	0.0	0.0	0.32	0.0	0.0
Eggs & Products	16.485	0.505	5.702	1.810	0.0	0.0	10.98	0.0	0.0
Fresh Fruit	89.899	80.028	116.604	0.153	0.0	0.0	0.17	0.0	0.0
Processed Fruit & Vegetables	55.070	9.365	18.218	0.843	0.0	0.0	1.53	0.0	0.0
Fruit & Vegetable Juices	11.667	2.511	6.237	0.153	0.0	0.0	1.32	0.0	0.0
Tree Nuts	57.323	50.931	60.286	8.509	5.182	9.204	14.84	10.17	15.27
Wine & Beer	4.429	0.604	0.582	0.045	0.0	0.0	1.02	0.0	0.0
Nursery Products & Cut Flowers	33.720	34.701	35.597	0.007	0.0	0.0	0.02	0.0	0.0
Pet Foods (Dog & Cat Food)	15.880	4.553	4.697	6.595	4.465	4.284	41.53	98.05	91.21
Other Consumer-Oriented Products	451.011	193.719	239.426	24.504	22.281	25.213	5.43	11.50	10.53
FISH & SEAFOOD PRODUCTS	69.248	28.297	35.662	0.171	0.016	0.008	0.25	0.06	0.02
Other Fishery Products	48.233	18.601	24.723	0.082	0.0	0.0	0.17	0.0	0.0

Source: Global Trade Atlas, Bico Reports

*Note: Poultry meat exports to Turkey are trans-shipped from the Mersin Free Trade Zone to other countries and are not included in the country total imports.